



Sugar Confectionery in Lithuania

July 2025

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Sugar Confectionery in Lithuania - Category analysis

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2025 DEVELOPMENTS

Gummies and jellies inject dynamism into lacklustre category

Haribo leads sugar confectionery, with private label gaining ground

Supermarkets channel leads sugar confectionery sales, while e-commerce grows rapidly

PROSPECTS AND OPPORTUNITIES

Sugar confectionery will fail to see any perceptible growth, with once dynamic gummies approaching saturation

Price conscious behaviour will persist, despite falling inflation

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